



## Choose *GECA* to help you keep clean

Keeping clean and looking good is important for our health and daily interactions with others. Unfortunately, the products we use can have a negative impact on human health and the environment. For example, products which use unsustainable palm oil can contribute to environmental and community destruction. Personal care products may contain hazardous substances which can be harmful to our health. And companies sometimes make misleading claims, or state their products are “natural” or “organic” without any proof.

But help is at hand. When a product is certified against Good Environmental Choice Australia (GECA)’s Personal Care Products standard, consumers can be sure that the product has been assessed to meet environmental, human health and ethical impact criteria. GECA certification removes doubt and confusion and makes identifying environmentally and socially preferable products easier.

Products covered by the standard include soaps, facial washes, shaving creams, moisturisers, non-aerosol deodorants, cosmetics, nail polish, perfumes, sunscreen, insect repellent, hand sanitisers, oral hygiene products, and hair care products.

Find GECA certified personal care products on our **website**. If your favourite product is not listed, why not ask them to get certified.

### Why buy GECA certified products?

#### Better for the environment

- Support of sustainably sourced palm oil and palm kernel oil
- No phosphorus compounds
- Limit on substances harmful to aquatic environments
- Requirements for preferable packaging
- Lower waste generation and resource consumption

#### Better for human health

- Less harmful chemicals
- Minimised VOC (volatile organic compounds) content
- Restrictions on fragrances and colourants
- No known carcinogens, mutagens or reproductive toxins as ingredients

#### Better for ethical considerations

- No unsubstantiated claims (greenwashing)
- Workers can expect fair pay, equal opportunity, and a safe working environment

[www.geca.org.au](http://www.geca.org.au)



# The GECA Personal Care Products standard

	Key criteria	Concerns	GECA Standard
Environment	<ul style="list-style-type: none"> <li>Palm oil</li> </ul>	Irresponsible palm oil farming can lead to deforestation, habitat loss for threatened species, poor air quality, and threats to the rights of local communities.	Requirement for sustainably managed palm oil and palm kernel oil.
	<ul style="list-style-type: none"> <li>Phosphorus</li> </ul>	Discharge of nutrients such as phosphorus compounds can cause ecosystem disruption (eutrophication) and algal blooms.	Phosphorus compounds must not be used in manufacture. Trace amounts strictly limited in soaps, shaving foam, hair care and oral hygiene products.
	<ul style="list-style-type: none"> <li>Aquatic toxicity</li> </ul>	Long-lasting toxic substances can have adverse effects on aquatic life in surface waters and streams.	Limit on ecotoxic substances.
	<ul style="list-style-type: none"> <li>Resource efficiency</li> </ul>	Overconsumption of resources and generation of waste can have a significant impact on the environment.	Waste minimisation, waste recovery and energy conservation policies must be in place. At least 97% of material inputs (ingredients) must result in saleable product.
	<ul style="list-style-type: none"> <li>Packaging</li> </ul>	Inefficient use of packaging results in greater transportation needs, natural resource depletion and increased burden on landfills.	Requirements for preferable packaging as specified in Criterion 28 of standard.
Human Health	<ul style="list-style-type: none"> <li>Hazardous materials</li> </ul>	Short, medium and long term risks to human health and the environment.	Substances known to cause cancer, genetic mutations and reproductive damage are banned.  Product must not be classified as hazardous or dangerous.
	<ul style="list-style-type: none"> <li>VOCs</li> </ul>	Health concerns such as asthma, allergies and headaches. Can lead to localised smog.	Volatile organic compounds limited.
	<ul style="list-style-type: none"> <li>Fragrances and colourants</li> </ul>	Fragrances may trigger allergic reactions, asthma, headaches and respiratory irritation. Colourants may contain compounds harmful to human health.	Fragrances and colourants must adhere to international codes of practice for production and use.
Ethical	<ul style="list-style-type: none"> <li>Human rights</li> </ul>	Safe working conditions, fair and equal opportunities should be available to workers.	Requirements for workplace safety, fair pay and equal opportunity.
	<ul style="list-style-type: none"> <li>Legal compliance</li> </ul>	Organisations must comply with required local and international laws and regulations.	Requirements for lawful conduct and environmental compliance.
	<ul style="list-style-type: none"> <li>Claims</li> </ul>	Claims must be true and substantiated – greenwashing is not acceptable.	Products must not claim to be “natural”. Other claims must provide documentation as evidence.

For full list of criteria, refer to the **GECA Personal Care Products Standard (PCPv4.1i-2013)**.

GECA runs Australia's only independent, not-for-profit, multi-sector ecolabelling program and is the only Australian member of the Global Ecolabelling Network. It develops standards against which products can be independently audited by GECA's JAS-ANZ accredited conformity assessment bodies. Its standards are developed following ISO14024 principles for global best practice in ecolabelling. More information is available at [www.geca.org.au](http://www.geca.org.au).

